



Why villages need 20mph and how to campaign for it: a webinar briefing for Parish Councillors.

Please send a completed booking form to Pearl Willcox at the Essex Association of Local Councils to reserve a place.. Open to all Essex Parish Councillors & Clerks. There are two available webinars as follows:-

- 1) 27th July 2022, 13:00-14:00
- 2) 28th July 2022, 19:00-20:00

We have a road safety risk in rural parishes caused by too many, too large vehicles travelling too fast. Villages are often seen as annoyances, getting in the way of travelling between two places, rather than communities in their own right. While, as parish councillors we are not the Highway Authority, we can influence lower speed limits as a risk mitigation measure.

There is clearly a risk to neighbours when walking or cycling, and especially to children. While harm from an impact is increased by heavier vehicles, speed is a greater factor because harm is proportional to the energy in the vehicle ($E = \frac{1}{2}mv^2$). The risk that a pedestrian is fatally injured in a crash if they are hit at 30mph is about 7x greater than at 20mph.

While we are unlikely to return to the age when cars were smaller and had to be driven slowly to protect fragile suspension, we have to do what's within our control to minimise the risks from vehicle drivers to pedestrians. We can influence road signs via ECC, we can influence visibility via hedge maintenance, and we can influence the speed of traffic.

It is more effective for groups of neighbouring communities to apply for a reduced speed limit for all their villages, so that it becomes normal for drivers to slow down in all villages, instead of just one.

This webinar will help parish councillors in Essex to overcome the barriers, real and imagined, to securing safer lower speed limits in their communities, and thus to increase road safety for pedestrians and cyclists and thus also to encourage walking and cycling, to make the rural roads safer places, to encourage people to get outside and use the street spaces as part of the community rather than a hazardous place where only cars can go.

The webinar will be presented by Adrian Berendt of the NGO 20's Plenty.

<https://www.20splenty.org/>



Thinking Distance + Braking Distance = Stopping Distance

